

Reply to Office Action

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### **SUBSTANCE OF THE INTERVIEW**

The following includes my understanding of the substance of the interview with Examiner Ms. Ella Colbert on June 7, 2007 along with a brief description of the Interview Summary itself: The United States Patent and Trademark Office Interview Summary, PTOL-413 (Rev. 04-03), Paper No. 20070613 indicated the participants as Ms. Ella Colbert and Mr. John C. Abendroth, the date of the Interview as June 7, 2007, the type as Telephonic, there were NO exhibits shown or demonstration conducted, the claims discussed were 32, 37 and 63, identification of prior art discussed was N/A, agreement with respect to the claims also N/A and that John C. Abendroth discussed the invention with the Examiner and pointed out the novelty of the invention to assist the Examiner in having a better understanding of the invention. I confirm the accuracy of the Interview Summary assessment as recorded by Ms. Ella Colbert which includes the applicable items required in a complete and proper recordation of the substance of an interview, Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record and 37 CFR 1.2, Business to be Transacted in Writing.

Relative to the above, I discussed the true flexibility and versatility of my method and system as a "transportation tool" over the very basic, both limited and restrictive nature of other methods and systems (such as is indicated by the applications / patents of Chow, Barni, Meltzer and Wied – these four having all been both individually and/or in any conceivable combination been previously and substantially addressed in considerable detail within my numerous prior Replies to the United States Patent and Trademark Office). For the first time with my Grand Master Bulletin Board method and system, there is a universal single, all encompassing e-commerce freight management approach allowing for the

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optimization of both operational and analysis modes. My method and system does not just address shippers (buyers) and carriers (sellers), their respective profiles and specifications, loads, loading, transportation types (Including truck, rail, ship (including barge) and air), load types (Including truckload, less-than-truckload, container load, less-than-container load), load frequency (once, multiple, repeated), combined loads, etc. allowing a typical bid / rate, offer / acceptance approach. The Grand Master Bulletin Board concept with Shipper and Carrier Master Bulletin Boards and Bulletin Boards both public and private (Private Access Networks) addresses real-time communication on ONE network linking all of the individual freight management aspects "likening each to a load" allowing interrelated synergy, analysis and arrangements (requests, bids, rates) between the aforementioned and loads, equipment, tours, products, warehousing and services. There is absolutely nothing as comprehensive presently available in the freight management marketplace (Please review my numerous Replies to the Office Actions of the United States Patent and Trademark Office to fully understand the enormous significance of this extremely brief and woefully incomplete summarization).

With the conservation of energy and limiting of pollution along with minimizing operational costs being of critical importance in today's world, the potential optimization provided by implementation of the subject matter of my inventive-steps will help in sustaining energy reserves, will be good for the environment and will be welcomed by the industry.

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The Examiner, Ms. Ella Colbert inquired, that while not required, whether or not a brief method and system demo computer disk could be made available to help demonstrate the actual workings of the concept as an additional aid in helping to more fully understand the inventive steps of my application. I indicated that, if possible, I would try to see if such a demo disk was available for this purpose. (However, I was concerned that due to the actual operational elements required for running my method and system, such would be quite difficult at this time.)

Over five million dollars (\$5,000,000.00) and many years have been spent in the development of the plethora of integrated software programs to implement the complex operation of my Method and System for E-Commerce Freight Management incorporating the Master Bulletin Board Concept. (Forty computers, including a mainframe, operating the numerous software applications within an internal integrated network along with routers and servers connected to the Internet (World Wide Web) permitted the individual shipper and carrier bulletin boards, the master bulletin boards and the grand master bulletin board to function.)

Presently, due to the fact that the company had to go into hibernation, as the concept was years ahead of its time for the freight transportation industry. Even as of today no one has yet developed a comparable method and system even though members within the freight industry are asking for services available only through same. Also, critical operational monies were no longer forthcoming due to the dot.com "bubble bursting" phenomenon, so all of this equipment, furniture and software products has had to be held in storage at a local warehouse facility for years. Only through acquiring a patent to raise the required capital can new office space be leased and this equipment be re-set up to subsequently allow the

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method and system to once again be shown in operation. Unfortunately, the individual computer hard drives and individual software applications just won't run without the entire network in place with everything being so interconnected and interdependent. However, the individual fill-in screens with drop-down data boxes shown statically in my patent application along with the diagrammatic and detailed written descriptions of the individual independent and dependant aspects of the method and system should suffice in explaining my approach.

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## **CONCLUSION**

Without a redundant inclusion of the text of this applicant's many detailed explanations in the original submittal as well as in this and the numerous comprehensive prior Reply submittals to the respective Office Actions relative to the United States Patent and Trademark Office referenced prior art Chou, (US 6,035,289), Barni (US 6,064,981), Meltzer (US 6,125,391) and Wied (US 2005/0209913 A1) both individually and/or in combination presently considered pertinent to this applicant's disclosures, which fully support that my patent application subject-matter does, in fact, comprise inventive steps, are by reference to be included and therefore considered to be part of this Reply.

Restating the Conclusion of the March 13, 2007 Reply to the Office Action mailed on December 13, 2006, my method and system provides for a Grand Master Bulleting Board approach for freight management as never before which includes Master Bulletin Boards and Bulletin Boards both public and private allowing shippers and carriers which are buyers and sellers to address, compare individual and alternatives, coordinate, and analyze a myriad of critical interrelated aspects of the freight management environment all via one method and system.

NOTE: With the unique flexibility of the Grand Master Bulletin Board method and system "transportation tool" a shipper (buyer) is allowed to review each of the results of multiple scenarios before making a final determination and/or bid selection as to the best approach, understanding that all participants can be required to meet specific qualifications to participate. This total integration of supply chain steps within one environment is literally the "Holy Grail" for optimal freight management. Also, using only portions of the possible features of the

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method and system for any particular situation does not invalidate the overall invention by requiring only one group of parameters or classifications be they in combination or separately. Public or private, loads, equipment, warehousing, products (goods or services), etc. are all integral parts of freight management.

As aforementioned, one does not have to incorporate all aspects available via the method and system on every occasion to maintain patentability of the method and system. Additionally, as also stated in prior Replies, I have completely addressed and feel that I have conclusively discounted ALL of the referenced prior art considered pertinent by the United States Patent and Trademark Office to my disclosures, thereby fully supporting that my patent application subject-matter does, in fact, comprise inventive steps, and therefore, I earnestly solicit a Notice of Allowance for Claims 32 – 68 for my Method and System for E-Commerce Freight Management. Reconsideration by the United States Patent and Trademark Office of my application is respectfully requested.

Respectfully submitted,

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By: 

John C. Abendroth  
Inventor and Applicant  
11225 N. Prairie View Lane  
Mequon, WI 53092  
(414) 517-3101 Cell Phone  
(262) 242-6106 Fax  
E-mail: jabendroth@jcambax.com